

# How to Maximize Mini Sites for Easier Profit

By Teresa King

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Have you ever heard in marketing, it doesn't matter what you sell; it only matters how you package it?

The first time I heard that, lights blinked, the earth moved and thunder came rolling out of the skies as an "idea bulb" switched on at the top of my head.

Cognition is a wondrous thing. So how does it benefit you to know what this article is leading to? It is going to change your attitude, and if you have any creativity at all, it is going to lead you to a path to make you some money. How much money you make will be up to you and your efforts.

It wasn't that I thought... well, I see, I will package up some old stale bubble gum that was sitting in my dad's old boat and sell it as collectible gum on an auction site to unsuspecting future broken toothed people. That is not what lit up. It wasn't to cheat or hurt someone by false packaging, but how to make an honest something sell, and sell it honestly.

People buy because they want something badly enough to reach for their credit card. They want it now. This is an instant gratification society and you are going to package up whatever it is that you are going to market and create a mini site, advertise the mini site, and sell your product. Sounds simple, because it is simple.

Create a mini site presenting your product. Make an easy order form, write a fantastic sales copy that has quick ingredients of:

The Problem  
The Benefit to Your Potential Customer  
The Solution to the Problem (your product)  
A Guarantee  
and an  
Easy Order Form

Now, once you have created the sales copy for your product on your mini site your next step is advertising that mini site. You need to generate great ad copy. Once that is done, it is time to advertise. But where?

Ezines, of course. But how?:

First Preference: Write an article in the field of your product. (ie: I teach marketing, I am writing this article on how to package your product.) Then submit your article to as many ezine publishers who have a target market of what you are selling that you can. And, then make your resource box lead to your mini site.

Second Preference: Start your own Ezine on what your future target market is going to be. Build your data base of readers. When the list is ready, and your product is ready... pre-launch it with pride.

Third Preference: Write a solo Advertisement to your mini site and pay for your advertising space in a large ezine that has a target market of what you are selling. Don't have money? Try cutting a commission deal with an ezine owner.

Another small piece of advice: Do not thumb your nose at smaller list ezines. One person may have only 200 people, but that owner might know each of his readers. It could be a power punch when that owner recommends your product or uses your article, with a higher sell/hit ratio.

When you are ready to make money, you will study what it takes to write a great sales copy, and an enticing ad copy. Then package it up with a bright colored ribbon and land it gracefully into your target market through ezine marketing.

To Your Success,  
Teresa King  
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Teresa King is a successful net marketer who invites you to stop by to see her mini site and to sign up for her free weekly ezine at:

<http://www.explodeyourhits.com>

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